



2027 IPPE

SPONSORSHIP OPPORTUNITIES

**CONTACT:
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SPONSORSHIP AND MARKETING SALES OPEN JULY 6 AT 12:00 P.M. EDT (U.S.)

The International Production & Processing Expo (IPPE) sales will open exclusively to current contracted exhibitors. Please note that sponsorship and marketing sales availability July 6 is limited, and all opportunities will be sold on a first-come, first-served basis.

The sponsorship portal link will be available on the IPPE website under the Exhibitors tab.



STAND OUT AT IPPE WITH SPONSORSHIP AND MARKETING OPPORTUNITIES

The IPPE is a leading event for the poultry, egg, meat, and animal food industries. It brings together key decision-makers and suppliers all in one place. Attendees come to IPPE to discover new companies, products, and ideas that can help grow their businesses.

Boost Your Visibility

IPPE offers a range of sponsorship and marketing options to help your company get noticed. These opportunities are designed to highlight your brand and keep you visible before, during, and after the show.

Whether your goal is to **connect with new customers, increase sales, or build brand awareness**, consistent exposure at IPPE helps keep your company top of mind.

Find the Right Fit for You

You can choose from a variety of options to create a plan that works best for your goals. If you have a specific idea or need help deciding, we're here to guide you.

IPPE SPONSORSHIPS



**Contact Lisette Reyes, Expo Services Manager,
to build a custom package that fits your needs.**

LISETTE REYES
LREYES@IPPEXPO.ORG
770.635.9053

IMPORTANT SPONSORSHIP REQUIREMENTS & DEADLINES

To take part in IPPE sponsorship opportunities, your company must be a current IPPE exhibitor.

Please review the key deadlines and policies below:

- Sponsors must be **current contracted IPPE exhibitors**.
- **Payment is due within 30 days** of invoice.
- Sponsorships will be **canceled and returned to inventory** if payment is not received by the due date.
- **No refunds** will be issued for sponsorship or booth cancellations.
- If you secure a sponsorship within 30 days of the show, **full payment is required at the time of purchase** to confirm your spot.
- The deadline for banner and digital sponsorships is **December 21, 2026**.

M2A ELITE SPONSORSHIP

Get the most bang for your sponsorship buck, while maximizing your exposure at IPPE.

\$19,500

Exclusive to M2A Elite participants

Stand Out at IPPE with M2A Elite Sponsorship

As an M2A Elite sponsor, your company receives premium exposure to IPPE attendees before, during, and after the show. This exclusive package includes early marketing opportunities and strong visibility throughout the event.

MAXIMIZE YOUR EXPOSURE

Sponsorship Includes:

Before the Show

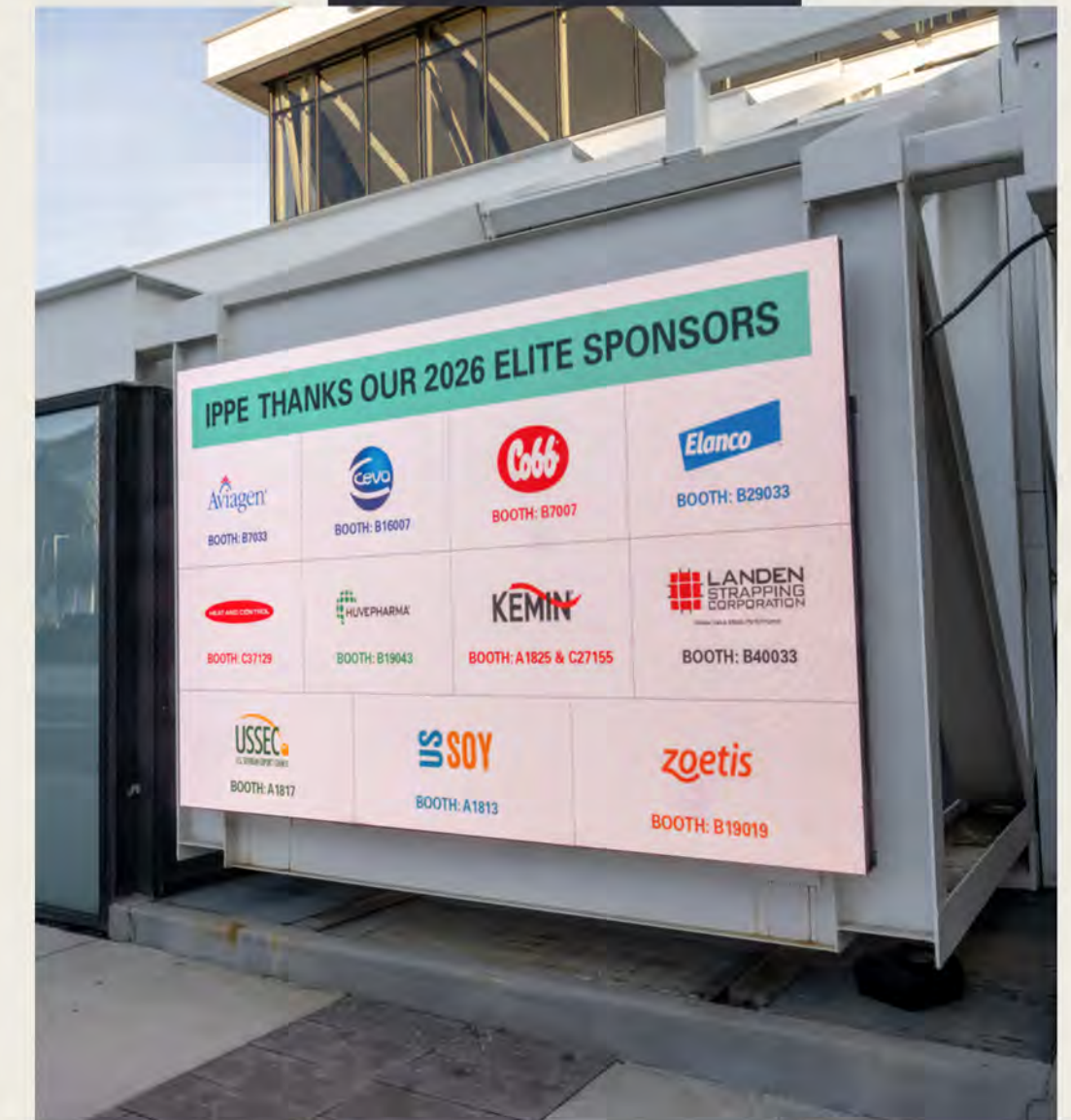
- Send one pre-show email to pre-registered attendees (you can choose specific audience groups). You will also receive analytics regarding how many attendees received, opened and/or clicked your email.

Materials are due at the end of December. *

- Your company logo and booth number featured on the IPPE homepage, linked to your website, and visible until next year's exhibit sales open (70,000+ average monthly views).

Digital Promotion

- Featured spotlight in an attendee newsletter sent to 30,000+ registrants. You will receive analytics on delivery, open rates, and click-through rates.
- Your logo displayed on screens throughout the Georgia World Congress Center (53 monitors total)
- Logo placement on large LED screens outside the A and B Building entrances (GWCC).
- Additional digital billboard exposure during show week in high-traffic areas, including:
 - GWCC lobbies.
 - Escalators and main entrances.
 - Parking deck access points.
 - Outdoor plazas and surrounding streets.



M2A ELITE SPONSORSHIP (CONTINUED)

Onsite Visibility

- Logo featured across rotating monitors throughout the venue.
- Inclusion in the official IPPE Pocket Guide (10,000+ copies distributed).
- Banner placement at exhibit hall entrances with your logo and booth number.
- Window signage placed in key locations, including escalators and shuttle buses serving official IPPE hotels.

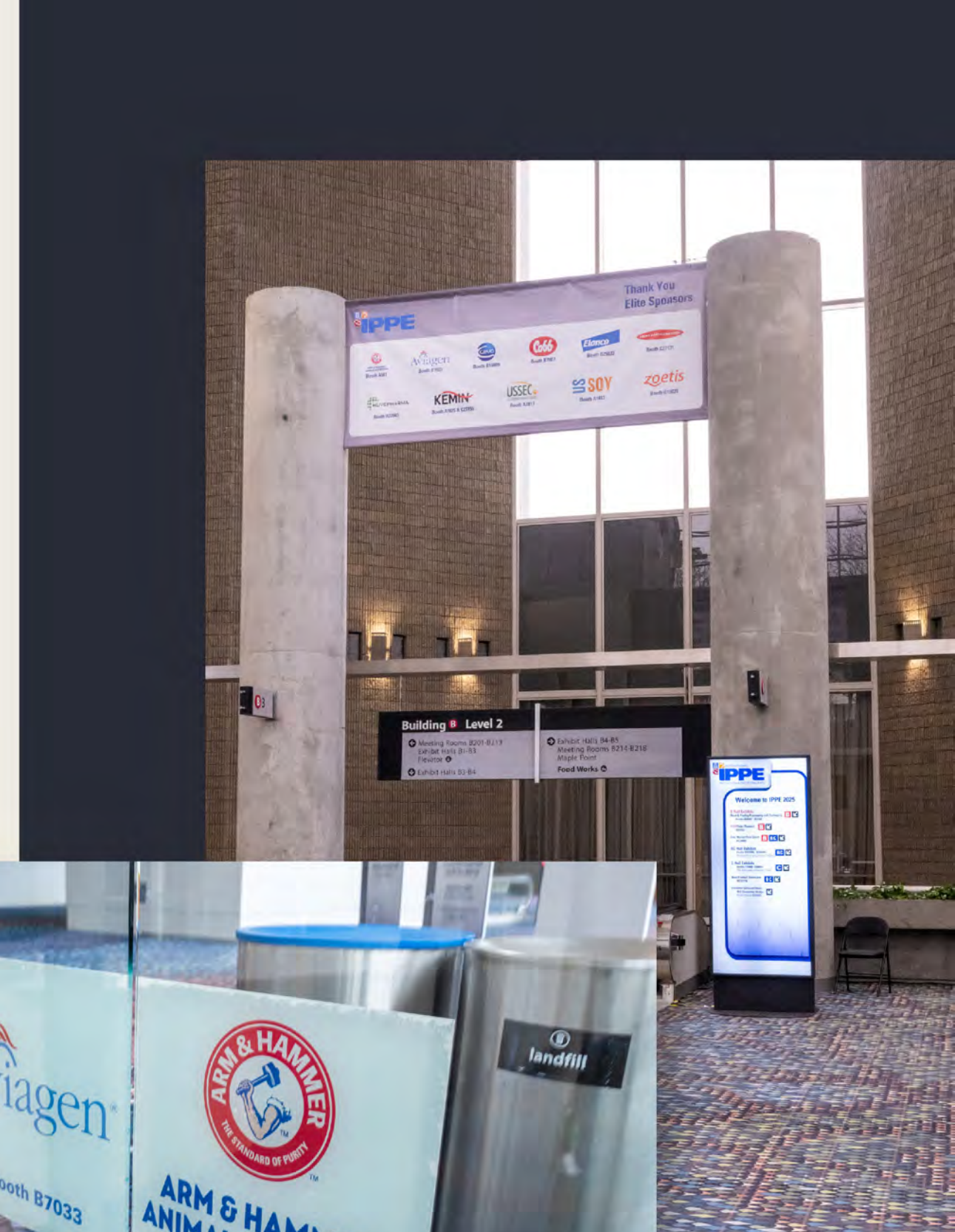
During the Show

- Recognition in daily show emails (reaching approximately 30,000+ attendees each day for four days)
- Logo included in attendee registration confirmation emails
- One push notification sent through the official IPPE mobile app during show hours

After the Show

- Logo and company name included in a follow-up email sent to all 2027 attendees (approximately 30,000 recipients)

MAXIMIZE YOUR EXPOSURE



IPPE WI-FI NETWORK SPONSORSHIP

Get the most bang for your sponsorship buck, while maximizing your exposure at IPPE.

\$19,500

Exclusive Opportunity (One Available)

Put Your Brand in Front of Every Attendee

As the exclusive Wi-Fi sponsor at IPPE, your company's name will be seen every time an attendee connects to the internet. With attendees relying on Wi-Fi throughout the event, this is a great way to keep your brand visible all day, every day.

This exclusive sponsorship puts your brand in front of attendees in a highly visible and practical way. Only one company can secure this opportunity.

Sponsorship Includes:

- **Name the Wi-Fi Network**
Create a custom Wi-Fi network name featuring your brand (subject to approval and character limits).
- **Visibility Across the Entire Venue**
Your branded network will appear throughout the GWCC, including exhibit halls, lobbies, and common areas.
- **Reliable, High-Speed Connection**
The upgraded Wi-Fi system ensures strong, consistent service — helping your brand reach more attendees more often.
- **Promotion Before and During the Show**
 - Featured in pre-show attendee communications, reaching 30,000+ attendees.
 - Recognition in the official IPPE WATT Directory and IPPE Pocket Planner.
 - Branded signage placed throughout the venue with Wi-Fi access details.



IPPE MOBILE APP SPONSORSHIP

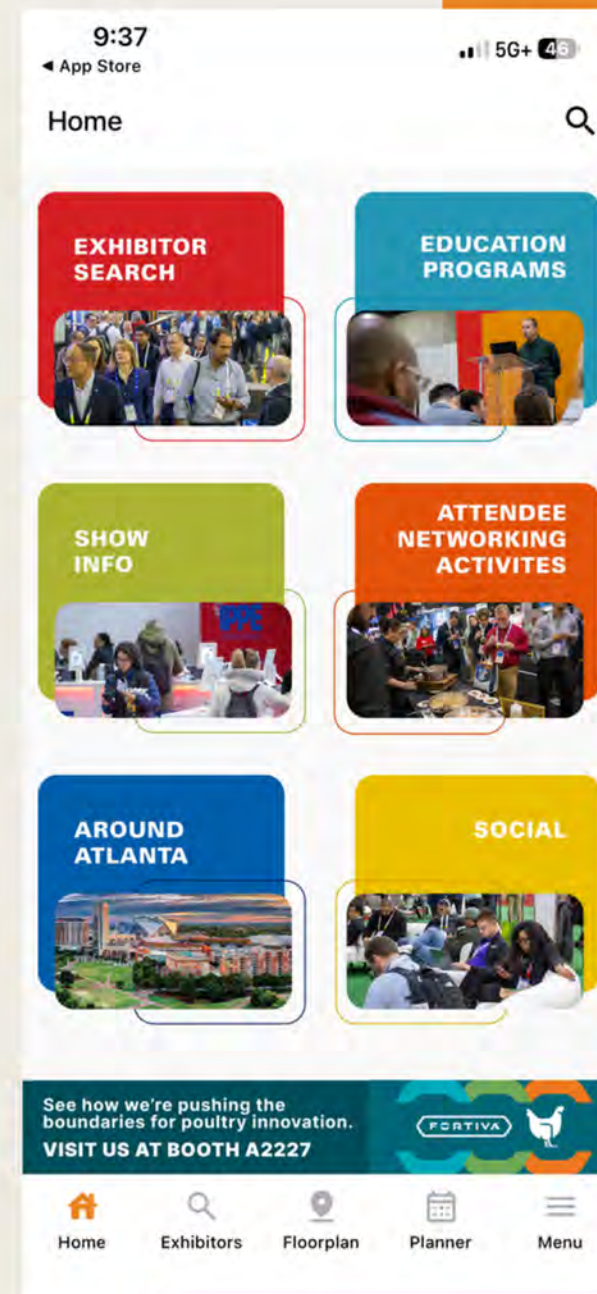
\$16,500

Exclusive Opportunity (One Available)

Your Brand on Every Screen

Be the first thing attendees see every time they open the official IPPE app—used by thousands to navigate the show. With more than 10,000 expected downloads and daily use throughout the event, this sponsorship gives your company strong, ongoing visibility on both mobile and desktop.

EXPERIENCE IPPE



****NEW IN 2027****

WALKABLE DIRECTIONS

With MYS Connected, the attendee view Floorplan guides attendees through the event venue using turn-by-turn directions. The Floorplan allows users to navigate the show from one location point to a desired destination, providing walkable directions, travel time, and estimated arrival.

MYS CONNECTED

MYS Connected is fully integrated into the mobile app, with access to the agenda planner.

IPPE MOBILE APP SPONSORSHIP

(CONTINUED)



Before the Show

- Featured in attendee emails from November through January, including:
 - Attendee newsletters.
 - “Know Before You Go” guides.
 - Daily show emails sent Monday–Wednesday during the event.
- **Reach: 30,000+ emails per day**

Onsite Promotion

Your brand will be recognized on signage throughout the exhibit halls that encourages attendees to download and use the app.

Splash Screen Ad:

- A full-screen image featuring your brand appears for 5–10 seconds when the app opens

Banner Ad:

- Includes your company name and booth number, with a link to your website

This exclusive opportunity puts your brand in front of attendees every time they use the app throughout the show.

DAILY “THANK YOU FOR REGISTERING” EMAIL

\$7,500 EACH

4 Available

Reach Attendees Right When They Sign Up

Connect with attendees at the moment they register for IPPE. This email is sent within 24 hours of signing up, making it one of the first opportunities to introduce your brand.

Be one of the first brands attendees see—and stay top of mind as they plan their IPPE experience.

EXPERIENCE IPPE

Why This Opportunity Works

- Sent to every new registrant (30,000+ total), giving your brand strong early exposure. You will receive analytics on delivery and open rates.
- Delivered daily during the registration period, so your message feels timely and relevant
- Included in a highly viewed email that also shares:
 - Important event details.
 - Show highlights.
 - Tips for planning their visit.
 - Next steps for attending IPPE.

Sponsorship Includes:

- Banner ad placement within the email; you will provide the ad creative, which may include general branding or messaging (non-sales focused) and is subject to IPPE approval.
- Clickable link to your website or landing page.
- A chance to connect with attendees early and make a strong first impression.

OFFICIAL IPPE SHOW LANYARD

\$12,500

Only 4 Available

Keep Your Brand Front and Center All Day

Every attendee wears a lanyard throughout the show—making this one of the most visible sponsorship opportunities at IPPE. As one of four sponsors, your brand will be seen constantly during the event and even after.

Be part of one of the most visible items at the show and keep your brand in front of attendees all day long.



Sponsorship Includes:

- Shared branding on the official IPPE lanyard
- Lanyard design includes:
 - IPPE logo.
 - Your company logo.
 - Your booth number.
 - A custom design featuring all four sponsors.

Why It Matters:

- Worn by thousands of attendees every day
- Often kept and reused after the show, extending your brand's reach

Availability & Details:

- Only 4 sponsor spots available
- First-come, first-served
- IPPE reserves the right to decline competing companies

**Sponsorship Deadline:
October 2, 2026**

OFFICIAL IPPE SHOW BAGS

\$6,000

Only 4 Available

Take Your Brand Everywhere

Show bags are a must-have for attendees to carry materials and giveaways—and your brand goes with them. As one of four sponsors, your logo and booth number will be featured on bags distributed throughout the show.

***IPPE reserves the right to deny competing brands.
First-come, first-served.***

Sponsorship Includes:

- Co-branded design with the IPPE logo and your logo + booth number
- Distributed to thousands of attendees at:
 - Registration areas
 - Main lobbies in A, B, and C Buildings
- Continued visibility as attendees reuse the bag after the show

Availability & Details:

- Only 4 sponsorships available (first-come, first-served)
- IPPE reserves the right to decline competing companies

**Creative Deadline:
October 2, 2026**



IPPE TRAMS

\$8,000 Per Tram

High Mobility Exposure

You may sponsor one or multiple trams to boost your reach.

Put your brand in motion!

Sponsor one of the official IPPE trams and keep your brand on the move while providing transportation to IPPE attendees. Trams operate on the center aisle in:

- **B-, BC- and C-Halls** (6 trams total)
- **A-Hall** (2 trams)

Limited availability—reserve your tram(s) early for optimal placement and visibility.

EXPERIENCE IPPE

Sponsorship includes:

- Branded header signage.
- Front and/or back panel branding with logo and booth number.
- Custom artwork production and installation by Global Experience Specialists (GES), IPPE's official contractor.
- Sponsor logos also featured onsite tram signage encouraging ridership.



TRAM STOP BENCHES

Stay Visible Where Attendees Rest

Place your brand on the high-traffic tram aisle where attendees stop, sit and check their phones.

Pricing by Location:

A Hall: \$2,500 each (6 available)

B Hall: \$5,000 each (12 available)

BC Hall: \$1,700 each (4 available)

C Hall: \$2,500 each (6 available)

Sponsorship Includes:

- Large floor graphic in front of each bench
- Your logo and booth number prominently displayed
- No additional costs to produce nor install





INTERNATIONAL TRADE CENTER

\$10,000

Exclusive Opportunity

Connect with Global Attendees

Reach more than 9,000 international attendees from 130+ countries. As the exclusive sponsor of the International Trade Center, your brand will be front and center in a key networking space for global visitors.

Sponsorship Includes:

- Prominent signage inside and outside the Trade Center.
- Branding on windows facing the show floor.
- Inclusion in printed guides, the mobile app, and directional signage.
- Opportunity to place:
 - Two pop-up banners (provided by you, with approval) inside Trade Center.
 - Branded materials or giveaways.
- Recognition in pre-show marketing.

Bonus:

- Access to International Trade Center visitor's scanned contact information.

This is a great opportunity to connect directly with international decision-makers and showcase your global reach.



EXPERIENCE IPPE

IPPE COMMUNITY COURTYARD – BC HALL



\$10,000

Exclusive Opportunity

Be the Brand Behind the Experience

Sponsor one of the most lively and social areas at IPPE. The Community Courtyard in BC Hall is where attendees gather to relax, connect, and enjoy games like cornhole, giant checkers, Connect 4, and more. It's a high-traffic space that keeps your brand front and center.

This sponsorship combines strong onsite visibility with digital promotion to maximize your reach before and during the show.

Sponsorship Includes:

Onsite Branding:

Your logo and booth number displayed throughout the Courtyard on picnic tables, stand-alone signs, benches, and floor decals.

Website & App Recognition:

Featured as the exclusive sponsor on the IPPE website and mobile app, with a link to your site

Floor Plan Highlight:

The Courtyard will be labeled with your company name on both the online and mobile floorplans

Push Notifications:

Your company name and booth number included in app alerts promoting Courtyard activities

Pre-Promotion:

Featured in emails sent to 30,000+ attendees and prospects, including:

- Monthly newsletters
- "Know Before You Go" guides
- Daily show emails (Monday–Wednesday)

Show Guide Recognition:

Highlighted in the official printed show guide

Venue Signage:

Included on signage around the convention center promoting the Courtyard

IPPE COMMUNITY LOUNGE

- A Hall: \$4,000
- B Hall: \$6,500 (larger space + extra signage)
- C Hall: \$5,000

One Sponsor per Hall

Give Attendees a Place to Recharge—With Your Brand Front and Center

Community Lounges offer attendees a place to sit, charge devices, and take a break—while keeping your brand visible in a high-traffic area.

Make a lasting impression while attendees relax and recharge.

Sponsorship Includes:

- Branded charging tables with your logo and booth number.
- Signage in the lounge featuring your company.
- Promotion in attendee emails before and during the show.
- Recognition on the official floorplan (website and mobile app).



EXPERIENCE IPPE

IPPE HAPPY HOUR



- A Hall: \$7,000
- B Hall: \$7,000
- BC Hall: \$5,000
- C Hall: \$7,000

Tuesday, 4:00–5:00 PM

On the Show Floor

Be Part of IPPE's Biggest Networking Event

The IPPE Happy Hour is one of the most popular events of the show, bringing together thousands of attendees for drinks, networking, and conversation. As a sponsor, your brand will be front and center during this high-energy gathering.

This sponsorship offers strong visibility and direct engagement with attendees in a fun, relaxed setting.

Sponsorship Includes:

Before the Show

Logo and booth number featured on the IPPE website (linked to your site)
Included in pre-show emails sent to 30,000+ attendees, such as:

- **Monthly newsletters.**
- **"Know Before You Go" guides.**
- **Daily show emails (Monday–Tuesday).**

Digital Promotion

- Recognition in the IPPE mobile app.
- Push notifications promoting Happy Hour with your company name and booth number.

Onsite Visibility

- Signage throughout the venue promoting the event.
- Branding on drink cart tablecloths**, including:
 - Your logo.
 - Booth number.
 - QR code linking to your website.
 - Short message.

***Tablecloths for each hall to be provided by sponsor, based on IPPE specifications and deadline

- Verbal recognition with show floor announcements at the start of the event.

YOUNG LEADERS UNDER 30 AWARD SPONSORSHIP

\$6,500

Exclusive Opportunity

Support the Next Generation of Industry Leaders

Align your brand with rising professionals in the meat, poultry, egg, and animal food industries. This award program recognizes young leaders (ages 21–29) and provides valuable networking and learning opportunities.

This is a unique way to support future leaders while building meaningful connections.

Celebrate the future and invest in leadership. Only one sponsorship available—secure your spot today!

Sponsorship Includes:

Pre-Show & Digital Exposure

- Logo and website link on the award page of the IPPE website.
- Featured in emails sent to participants and their companies.

Onsite Engagement

- Your booth included as a stop on the Young Leaders VIP tour.
- Option to join the tour and interact directly with participants.



Networking Opportunities

- Three invitations to the Young Leaders Award Breakfast.
- Opportunity to provide materials or giveaways.
- Option to give a short (3–5 minute) introduction during the breakfast.

Recognition

- Signage at the breakfast and during the award presentation.
- Acknowledgment during the plaque ceremony held on the show floor.

BANNER ADVERTISING OPPORTUNITIES

Custom Pricing Based on Location & Size

Limited Availability

Get Noticed Across the Show Floor

Increase your visibility and attract more visitors to your booth with banner placements throughout the GWCC. Banners are one of the most effective ways to stand out during IPPE.

Available Locations:

- **A Building** (Levels 2–4)
- **B Building** (Levels 2–4)
- **C Building** (Level 1)

Each area offers strong visibility and heavy foot traffic. Pricing varies depending on the location and size you choose.

Sponsorship Includes:

- Prime Placement: Banner locations are reserved on a first-come, first-served basis.
- Flexible Options: Choose a location that best fits your audience and goals.
- Increased Visibility: Keep your brand front and center throughout the venue.

Important Information:

- Banner pricing does not include design, printing, installation, or removal
- You can produce your banner through GES or another vendor, but it must meet GES/GWCC requirements
- All installation and removal must be handled by GES, IPPE's official contractor
- Detailed instructions and specifications will be provided after booking



Take advantage of this high-visibility opportunity to promote your brand across the show. Space is limited, so be sure to reserve early!

**CREATIVE DEADLINE:
DECEMBER 14, 2026**

GET YOUR FOOT IN THE DOOR

LED WALL ADVERTISING

\$3,750 per 10-Second Spot
6 Spots Available

Make a Big Impact with Digital Displays

Capture attention with eye-catching digital ads in some of the busiest areas at the GWCC during IPPE. Your ad will run throughout the Expo week, giving your brand repeated exposure to attendees'.

Secure your spot on the LED wall and get your brand in front of attendees all day, every day of the show.

GET YOUR FOOT IN THE DOOR

How It Works:

- Each ad runs for 10 seconds in a rotating 90-second loop.
- Ads repeat continuously throughout each day of the show.

Pre-Show & Digital Exposure

- Logo and website link on the award page of the IPPE website.
- Featured in emails sent to participants and their companies.

Available Locations:

A/B Lobby (Near Registration) – Two Display Areas

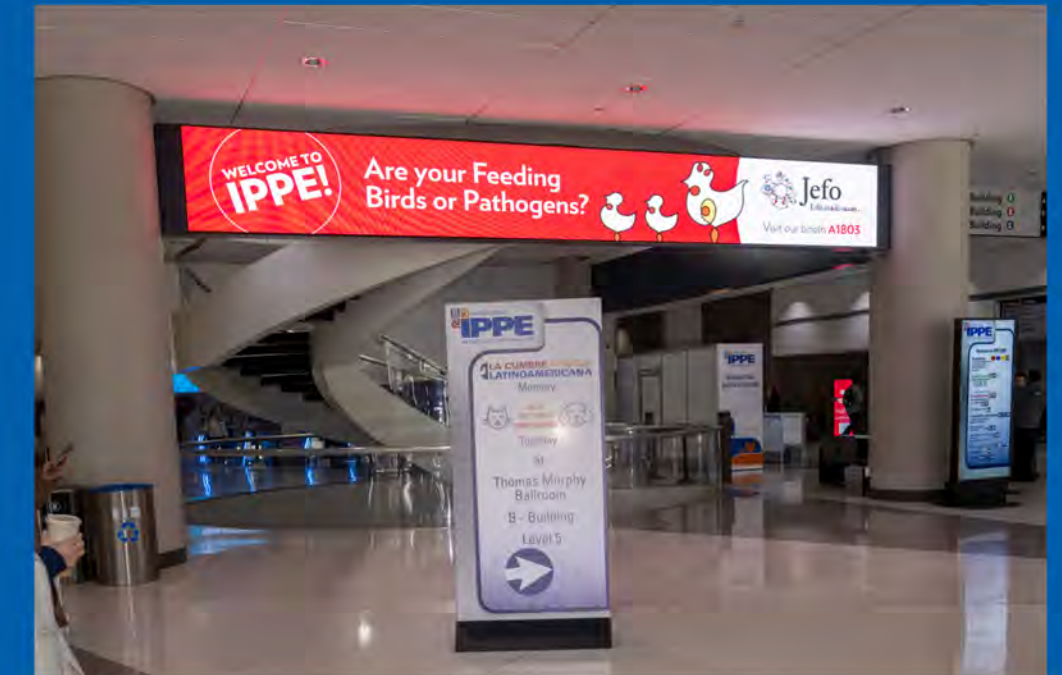
- \$3,750 per 10-second spot.
- 6 spots available.
- High visibility during badge pickup and main entrance traffic.

B Building – Level 4 Escalator

- \$3,750 per 10-second spot.
- 6 spots available.
- Located above a major entrance into the exhibit halls—one of the busiest areas.

What You Need to Know:

- You provide the final ad (image, animation, or video).
- All ads must meet IPPE and GWCC requirements.
- Your booth number must be included in the ad.



HANGING SIGNS & FLOOR CLINGS

Hanging Sign:

\$1,500 each (double-sided)

Hanging Aisle Sign & Floor Cling Add-On:

\$2,000 (for both)

Make Your Booth Easy to Find

Stand out from above and below. Hanging signs help attendees spot your booth from a distance, while floor clings guide them right to you.

These signs help attendees easily locate your booth as they move through the show.

GET YOUR FOOT IN THE DOOR

Hanging Cross-Aisle Signs

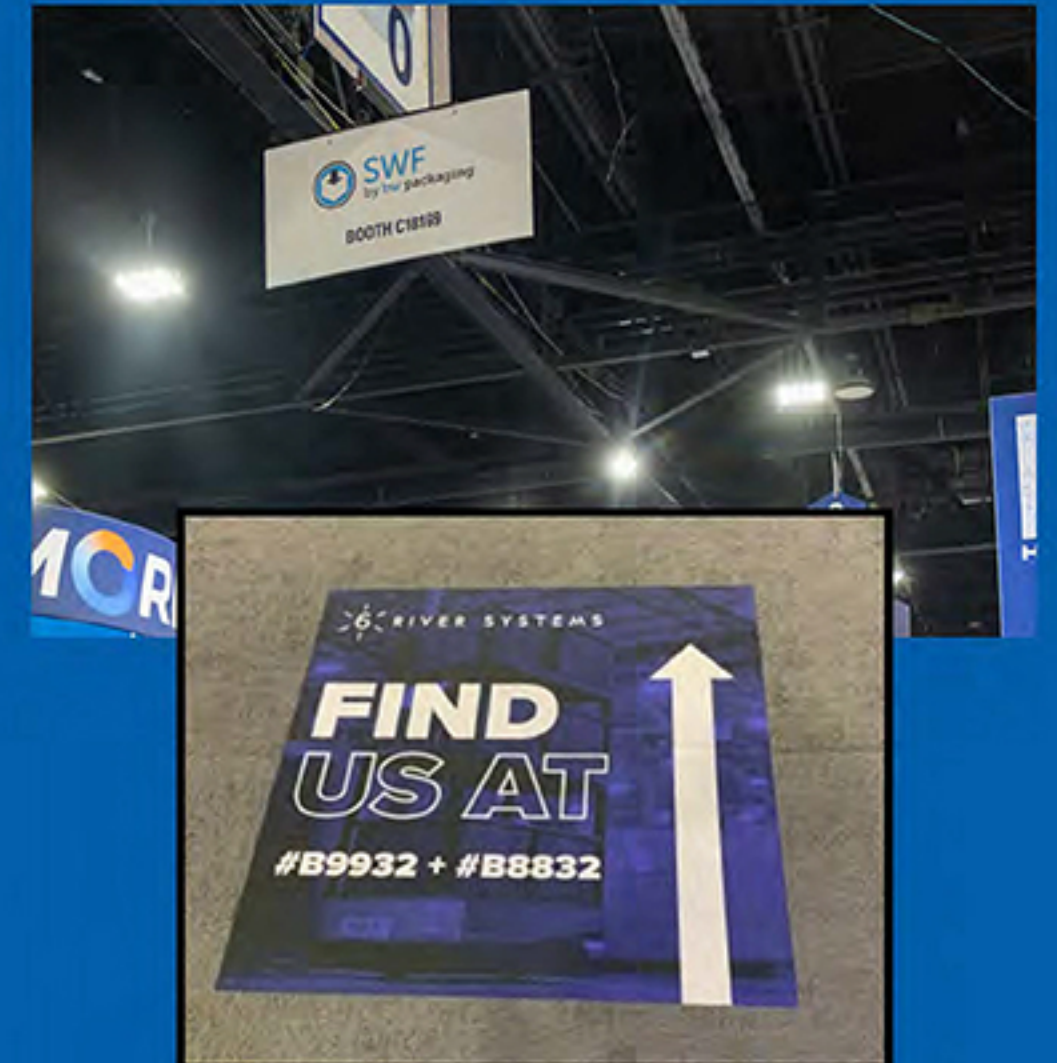
- \$1,500 per double-sided sign.
- Available in A, B, and C Halls (one per aisle).
- Includes your company logo and booth number.
- Installed above the main aisle for high visibility at no additional cost to you.
- Choose the aisle closest to your booth (first-come, first-served).
- Hanging cross-aisle signs measure 48" wide x 24" high.
- Floor clings measure 36" x 36".

Available Locations:

- A/B Lobby (near registration) – Two display areas.
- \$3,750 per 10-second spot.
- 6 spots available.
- High visibility during badge pickup and main entrance traffic.

What You Need to Know:

- You provide the final ad (image, animation, or video)
- All ads must meet IPPE and GWCC requirements
- Your booth number must be included in the ad



DIRECTIONAL FLOOR MESSAGE ARROWS



\$8,500 each

One Exclusive Opportunity per Hall (A, B & C)

Guide Attendees Straight to Your Booth

Put your brand directly in attendees' paths with custom floor arrows placed throughout the exhibit halls. This exclusive opportunity helps direct traffic while increasing your visibility across the show floor.

Sponsorship Includes:

- One exclusive sponsor per hall (A, B, or C).
- 50–60 custom floor arrows placed throughout the building.
- Arrows start at main entrances and lead toward the exhibit halls for maximum exposure.
- Production, installation and dismantling included in cost.

Customization Includes:

- Your company logo.
- Booth number.
- A short message to catch attendee's attention.

These arrows not only help attendees navigate the show—they also keep your brand top of mind before they even reach your booth.

GET YOUR FOOT IN THE DOOR

SIDEWALK GRAPHICS

\$2,000 Each
Limited Availability

Make an Impact Before Attendees Even Walk Inside

Get your brand noticed right from the start with large sidewalk graphics placed outside the main entrances of the GWCC. It's a great way to catch attendees' before before they enter the Expo.

These graphics are a simple, cost-effective way to build awareness and drive traffic to your booth.

GET YOUR FOOT IN THE DOOR

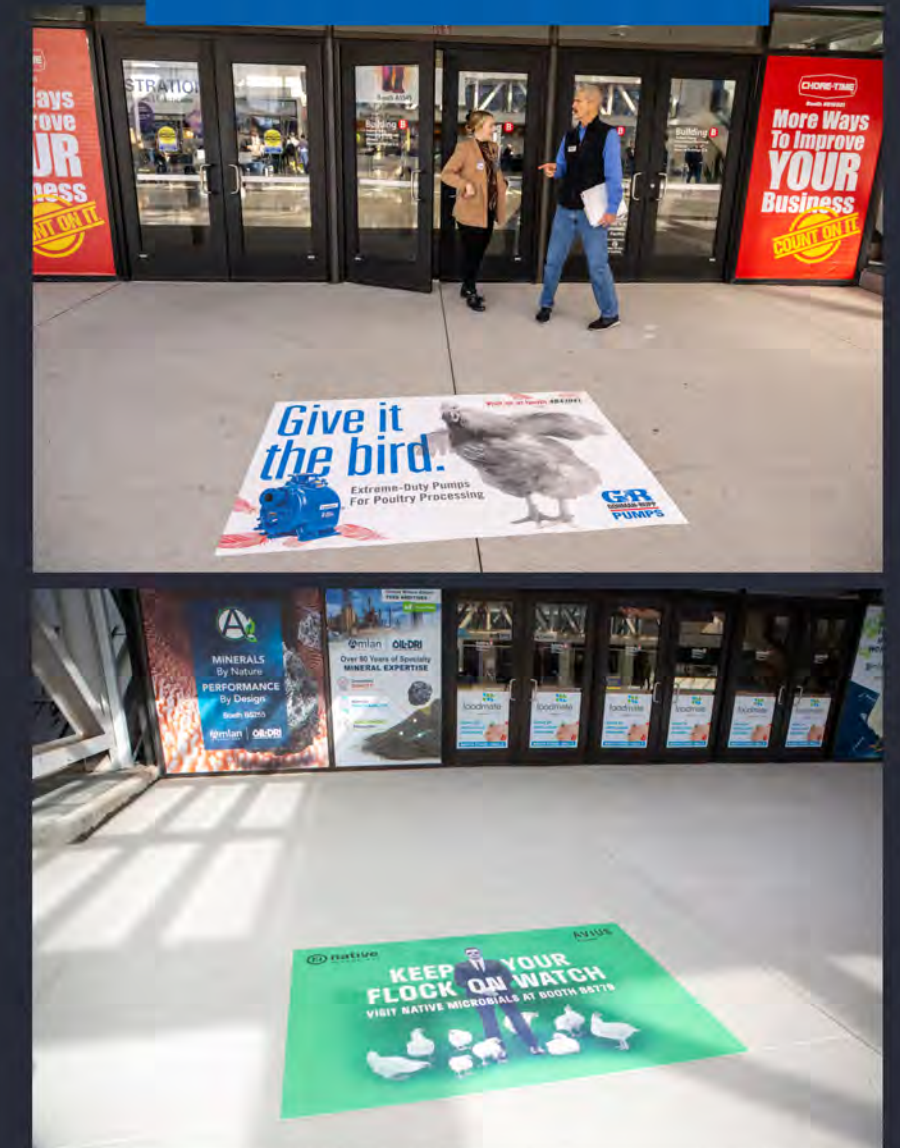
Sponsorship Includes:

- Located outside A, B, and C Building entrances.
- 8 spots available per building.
- Option to select one or multiple locations.
- Locations are first-come, first-served.
- No additional cost to produce or install; size 72" wide x 48" high.

Guidelines:

- You provide the artwork to match your brand.
- Size is 72" wide x 48" high.
- Your booth number must be included.
- All designs must be approved by IPPE.

Artwork is due by
December 14, 2026



ALL SPONSORS MUST BE CURRENT CONTRACTED IPPE EXHIBITORS.

Payment is due within 30 days of invoice. If payment is not received by the due date, sponsorships will be canceled and returned to inventory. Refunds are not given should you choose to cancel your sponsorship or your booth.



COMPLIMENTARY IPPE TOOLS TO PROMOTE YOUR COMPANY

You've made a great decision to exhibit at IPPE—now it's time to spread the word! Take advantage of these free tools to increase your visibility and bring more visitors to your booth.

Complimentary Guest Passes for Your Customers

Invite your customers to attend IPPE at no cost. Contact Robin Hughes, expo registration manager, at rhughes@ippexpo.org to request your custom promo code.

Complimentary Online Press Releases

Submit up to five press releases to be featured on the IPPE website. Submissions are reviewed weekly and posted by company name.

Media Center Access

The IPPE Media Center is a central spot for journalists during the show. You can drop off printed press releases or media kits for them to pick up.

App Listing

Every exhibitor receives a free listing in the event app, Map Your Show, that includes:

- Company name and address
- Phone number
- Company description
- Contact information
- Product categories

TECHTalks – Share Your Expertise

*TECHTalks give exhibitors with a chance to present a 20-minute talk on the show floor. Topics may include:

- Food safety
- Animal welfare
- Feed production
- Sustainability
- Renewable energy
- Artificial intelligence

****Applications will be available on the IPPE website starting August 24, 2026.***

COMPLIMENTARY IPPE TOOLS TO PROMOTE YOUR COMPANY

(CONTINUED)

New Product Showcase – Highlight What’s New

Submit a video of your latest product or solution to be featured in the New Product Showcase—great for attracting attendees' attention.

Applications open on September 17, 2026, on the IPPE website.

Expo Images & Graphics – Easy Promotion

Visit the Media section of the IPPE website to find:

- Images for email signatures and social media.
- Downloadable graphics for emails and promotions.
- “Come see [Your Company Name] at booth [Your Booth Number] at the 2027 IPPE!”.
- Sample message:
“Come see [Your Company Name] at booth [Your Booth Number] at the 2027 IPPE!”

Social Media – Expand Your Reach

- Use #IPPE2027 and tag IPPE to promote your participation. Be sure to add your social media handle in the Exhibitor Login so IPPE can tag you as well.

Export Interest Directory – Connect with International Buyers

U.S. exhibitors can join this directory for free. To qualify, you must:

- Be a confirmed 2027 exhibitor.
- Have at least 51% U.S.-made products or services.

The directory will be available online and and at the GWCC's International Trade Center, where international attendees gather.



**Contact Lisette Reyes, expo services manager,
to build a custom package that fits your needs.**

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